

1943 Profile of the Plaza, Manhattan area

from the 1943 *New York City Market Analysis*



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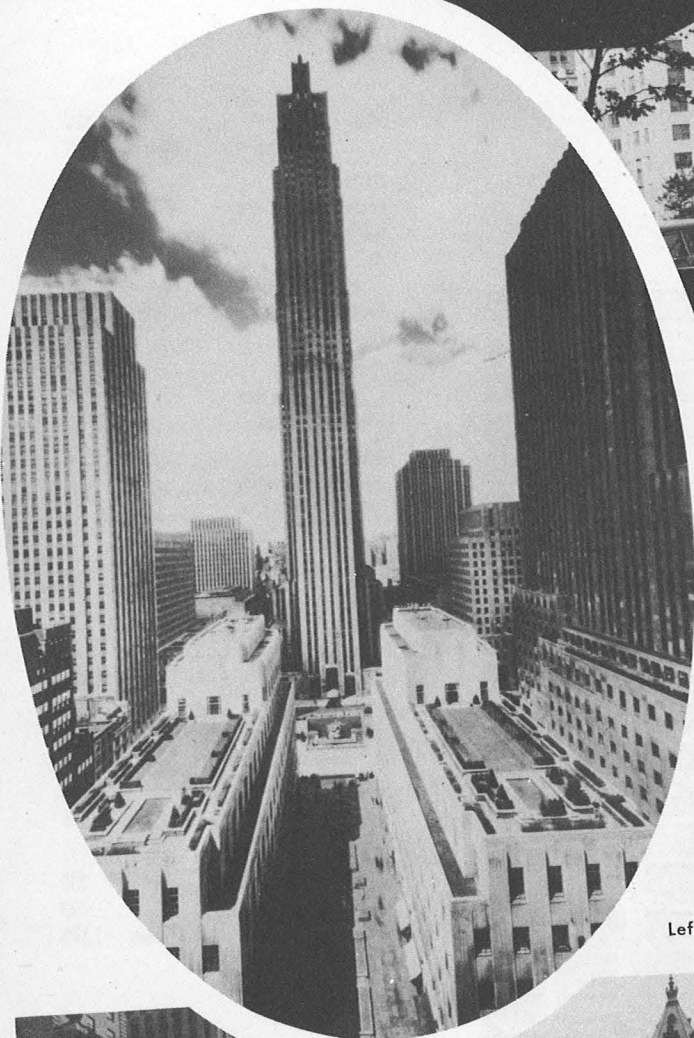
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MANHATTAN 11

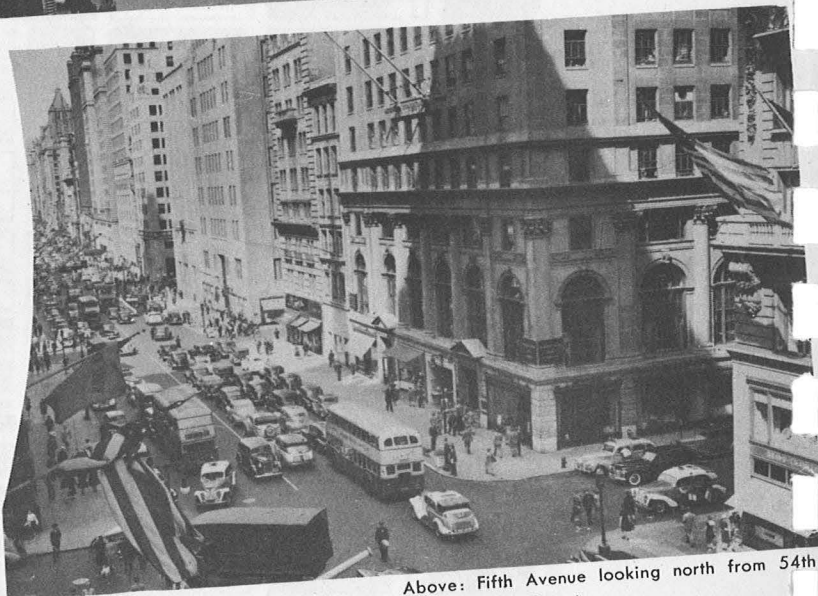
Plaza

Right: Park Avenue from 63rd Street facing toward 62nd Street

The BEEKMAN 575



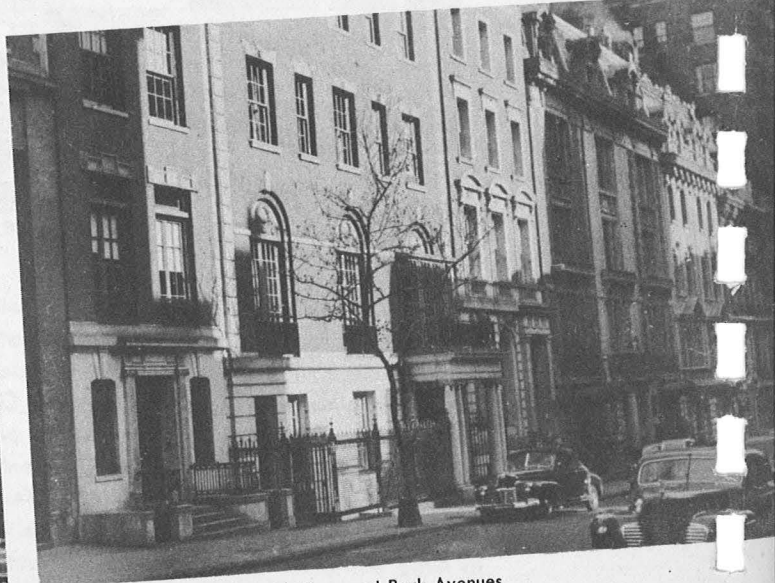
Left: Rockefeller Center



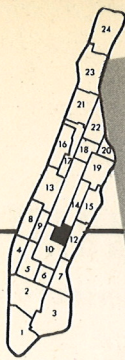
Above: Fifth Avenue looking north from 54th Street to 55th Street



From Central Park South toward Savoy-Plaza Hotel across the Plaza



51st Street between Madison and Park Avenues



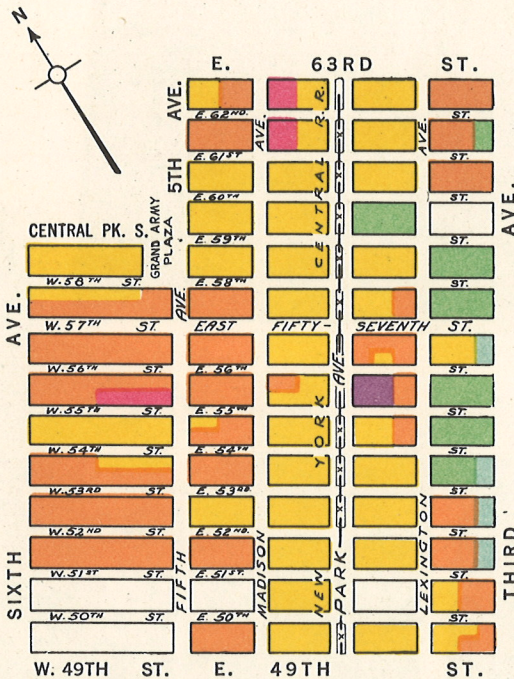
NEW YORK CITY MARKET ANALYSIS

Compiled by
THE NEWS
THE NEW YORK TIMES
DAILY MIRROR
JOURNAL-AMERICAN

MANHATTAN

11

Plaza



POPULATION 20,190
(larger than Vallejo, Calif.)

Native white 14,304
Foreign-born white 5,703
Negro 119
Other races 64

Mixed foreign-born are scattered throughout the district.

FAMILIES 6,402
—owner families 96
—tenant families 6,306

FAMILIES BY MONTHLY RENT & ANNUAL EXPENDITURE GROUPS

Rental	Expenditure	
\$150 & up	\$10,000 & up	1,440
100-149	6,000-9,999	791
75- 99	4,500-5,999	879
50- 74	3,000-4,499	1,650
30- 49	1,800-2,999	1,149
40- 49	2,400-2,999	688
30- 39	1,800-2,399	461
Under 30	Under 1,800	342
Unknown		151

Median family expenditure . . \$4,484
Average family expenditure . . \$6,341

RESIDENTIAL STRUCTURES . . 1,086
—one-family houses 265
—two-family houses 55
—three-or-more-family houses . . 766

This district is noted for its fine office buildings and smart specialty shops. The character of these shops located on 57th Street, Fifth Avenue, and Madison Avenue, has made this portion of the district one of the world's fashion centers. Park Avenue runs through an area of private clubs, town houses, hotels, and expensive apartment houses. In contrast, Third Avenue is lined with low-rental residences, many of which are flats situated above the stores. Lexington and Third Avenues are solid areas of retail stores. The district has many antique shops and art galleries. Among its important institutions are the Museum of Modern Art, St. Patrick's Cathedral, and a part of Radio City.